



# Roger Brooks International, Inc.

Destination Development Association

## Services Overview

For nearly 40 years, the award-winning RBI team has had a singular mission—to help communities become the destination of choice for investment, for business growth and expansion, as an outstanding place to live, and as a premier visitor destination. RBI has assisted in the development, marketing, and branding of nearly two thousand communities, plus numerous states, provinces, and regions around the world.

Hand picked from around the country, the RBI team includes some of the most creative minds in the business—minds that know how people move, and know what moves people. And perhaps best of all, the team specializes in getting communities excited and enthused about the possibilities, bringing about positive lasting change.

How does your community become a hub of activity, a favorite spot for locals and visitors alike, and the subject of glowing reviews and blog articles? It takes thoughtful planning, community champions, creative vision, and guidance.

Based on decades of grassroots experience, the RBI team has learned what works and what doesn't.

Every community has the potential to become a vibrant, healthy, economically thriving locale. The professionals at Roger Brooks International have developed several excellent programs and services to help each community successfully achieve their unique goals. The following pages describe some of these services.

## Keynote Presentations & Workshops

*Wouldn't it be great if...*

- *Every attendee received practical, actionable ideas they can implement immediately once they return home?*
- *Your attendees left energized and inspired to implement great recommendations that will lead them to great success?*
- *Your attendees gave you high-fives and accolades for such a great conference?*

Often, the path to success begins with a presentation or workshop that inspires the community with a fresh perspective and new possibilities.

One of the world's most dynamic speakers on downtowns, economic development, Placemaking, place-branding, and destination marketing, Roger Brooks has been the top-rated, featured keynote speaker at conferences throughout North America, Western Europe, Scandinavia, and Africa.

Roger is a Certified Speaking Professional (CSP), author of the popular book *Your Town: An Amazing Destination*, and past board member of the U.S. Travel Association.

For more than 35 years, Roger has worked at the grass-roots level with nearly 2,000 communities around the world, providing practical solutions that help turn ordinary places into outstanding destinations. He knows what needs to be done to attract new business, private-sector investment, travel spending, and new residents. His powerful presentations are filled with humor and insightful stories, and they always inspire people to achieve more than they ever thought possible.

A firm believer in numbered rules and step-by-step instructions, Roger delivers practical solutions using real-life, often humorous, examples that inspire and empower audiences around the world.

Is it any wonder Roger is the top-rated keynote speaker at tourism, municipal leagues, and economic development conferences everywhere? There are no "off the shelf" presentations—each one is developed from the ground up specifically for YOUR CONFERENCE theme and the goals and objectives you'd like to see achieved.

You'll love Roger's high-energy, visually-rich presentations that are the result of Roger's 35 years of working with more than 2,000 cities, towns, and destinations around the world.

### Presentation Topics

A list of topics and video samples of Roger's presentations can be found at [DestinationDevelopment.org](http://DestinationDevelopment.org) in the Resource Center. Roger customizes each presentation and workshop to meet your goals and fit your specific communities, state, province or country.

Ralph Waldo Emerson once said, "Nothing great was ever achieved without enthusiasm." Roger's enthusiasm empowers his audiences with inspiration and passion, creating a call to action to achieve great things.

Fees for a keynote presentation begin at \$8,500 US. Please contact us for more information.

## On-site, in-person assistance

*Every community has its own assets, goals, and challenges. To address those challenges and meet your goals, sometimes you need help from an expert with years of experience solving many of the same issues. Roger Brooks, with 35 years of experience helping communities become outstanding, knows what works and what doesn't. He can come to your community for half a day, a full day, or more, listen to you and your stakeholders, assess your opportunities and challenges, and work with you to develop the solutions you need to achieve success. These days can be flexible, depending on your specific needs. They can include public workshops, round-table discussions, downtown walkabouts, tours of the area, meetings with local organizations—the time is yours to use as you see fit!*

### How the Program Works

Every visit includes a day of Roger's time in preparation. This includes speaking with you and members of your team, where you can discuss your top goals and the issues to address during his visit. Roger will prepare an agenda, research the issues and review materials you've sent, look at various websites and online information, prepare any workshops he will be presenting, if needed, and plan the travel. Then there's the "travel day" – one day is set aside to actually get to your community. Then the next morning, Roger is available for you!

### Single-day Program

Roger's practical solutions and motivational examples have made him indispensable for assisting communities, city and county leaders, government agencies, tourism offices, downtown organizations, and businesses. You would be amazed at how much Roger can accomplish with the single-day program! This program includes Roger's preparation time prior to the visit, travel to your community, and four to five hours with you. This can include a public presentation, workshops, and meetings with you and your stakeholders. Roger's travel home would take place later that same day. Once in the community, Roger is "on the clock."

This single-day program is perfect if you want Roger to come in, host a morning public workshop for a couple of hours, and then meet with local stakeholders for

another couple of hours before he catches a flight home or heads to his next destination.

The cost of this program is \$8,500, which includes the travel, rental car, lodging and meals.

### Multi-day Program

More days can be added to the single-day program, allowing you to expand the agenda so that Roger can spend more time in your community. This could include a day of touring the area to show him, first hand, your assets and challenges; meetings; study and planning sessions; a presentation, and a "where do we go from here" session.

Each additional day is a full eight-hours of Roger's time. A possible program schedule could include: Roger has his pre-visit preparation day, and then he'd spend a day getting to your destination. In the multi-day program, you'd have the full eight hours (or so) the following day, plus the morning of the day after that (half a day), after which he'd head back home or to his next destination. More eight-hour days could also be added if you like. We can tailor the schedule, tasks, and number of days to you and your community's individual needs.

The fee for each additional day is \$4,500. So, for the full day plus half the next day, the fee would be \$13,000. And then, you can add additional days for \$4,500 each.

One great way to leverage Roger's time with this program is for several nearby communities to pool resources, and have Roger spend the week in your area, working with each community. Roger could travel to you on Monday and spend all day Tuesday, Wednesday, Thursday and half a day Friday with you, focusing 100% of that time helping you and each community to accomplish your goals. The total cost for this week would be \$22,000. If four communities were participating, the cost for each would only be \$5,500.

#### **Setting the agenda for Roger's visit**

Once Roger arrives, his time is yours to allocate how you'd like. We can work with you before his visit to decide the best agenda based on your goals.

**The following is an example** of a day-and-a-half program Roger recently hosted:

Prior to the visit, Roger spent a day preparing: researching, planning, and discussing the goals and agenda with our primary contact.

Monday: Travel day, including some additional on-plane review and research.

Tuesday: Tour the entire county with three others from the organization, with a stop for lunch. During the drive, they discussed challenges and obstacles, questions were asked, and solutions suggested. Roger kept notes about what they wanted him to address at an upcoming public workshop. Roger's tour concluded about 3:00 pm so he'd have time to prepare his workshop for the following morning.

Wednesday: Roger presented a one-and-a-half hour public workshop that addressed what he observed during the tour, touched on the key points, and presented solutions that could be implemented right away to make the county a stronger destination. The workshop was custom-designed and 100% about the location. Nearly 100 stakeholders from around the county attended, which got them on board and working towards the same goals as the lead organization. This was followed up by a two-hour round-table open discussion with key stakeholders. After the meeting, Roger headed to his next destination.

The cost for this program would be \$13,000 including travel and related costs.

This is just one example. We can help you craft the agenda to ensure we accomplish your goals for the visit, build support for your initiatives, and educate other stakeholders and/or the public.

There's nothing more effective when it comes to finding bottom-line solutions and building public support than having Roger pay you a visit. Roger's guiding motto is a quote by Ralph Waldo Emerson: "Nothing great was ever achieved without enthusiasm."

Guaranteed, Roger will have your community excited, inspired, and motivated to push your agenda forward.

Please contact us for more information

## Destination Assessments

*Vibrant communities that offer great quality of life for their residents, a thriving business climate, and visitor appeal don't just happen by themselves. They need careful planning based on an honest, objective foundation.*

The Destination Assessment is RBI's most popular program, and for good reason. The assessment is a photographic look at your community or region through the eyes of a first-time visitor. It is not a critique, but it focuses on "what else could be done locally to make the community an even better, stronger, and more vibrant destination for new residents, business investment, and tourism." It is 100% focused on your community. Over the years, Roger Brooks and his team have assessed nearly 2,000 communities around the world.

The RBI team spends the better part of a week exploring and photographing the community—"secret shopping" the area—looking at signage, business mix, overall appeal, things to see and do, customer service, neighborhoods, downtown, local parks, and nearly 60 other elements that together make a community an outstanding destination. The assessment looks at marketing efforts, local businesses as well as public-sector amenities and assets.

The assessment culminates with a photographic "Findings and Suggestions Workshop," which includes between 40 and 80 "suggestions" that will improve your community's quality of life, economic vitality, and visitor spending. For every challenge noted, Roger offers a low-cost solution that will result in positive change.

Often Roger can say things you'd like to say but can't without paying a political price. The assessment never calls anyone out and never criticizes what's been done;

it focuses 100% on what the community can do to be even more successful. The primary focus is on the community's product; after all, marketing will bring people just once; what brings them back is your product: your activities and attractions.

People leave the workshop motivated and excited about new ideas and possibilities that can be implemented, at low to no cost, to make an immediate positive difference. Roger makes the workshop fun and engaging, and it's obvious he really cares about the community he's just adopted.

The workshop is followed up with a written Findings & Suggestions Report, providing a visual to-do list that will get your local organizations on the same page, pulling in the same direction.

One of the most frequent comments Roger hears after an assessment is, "We got more valuable information from the assessment than when we spend four times the money for a big plan."

The assessment provides a community with low-cost suggestions and inspiration that will make a tremendous difference in its success as a great place to live, work, do business, and visit.

Fees for the Destination Assessment vary depending on the size and location of the community, and begin at \$25,000. US. Please contact us for more information.

## Fast-Track Community Action Plan

*RBI's newest program provides your community with Roger Brooks' on-site assistance, working with you and your stakeholders over several days, combining round-table discussions, local input, presentations, research, and interviews, to create an action plan that will provide you with the solutions and actionable steps to help your community become more economically vibrant, increasing the quality of life for your residents.*

*RBI has been helping cities, towns, and counties develop action plans for years. The challenge is most communities don't have large budgets and months of time to spend on consultants contracted to develop their plan for them.*

Every community has different assets, opportunities, and challenges. Common goals typically include being home to sustainable businesses, to be a sought-after destination for investment, business growth, residents and visitors. This doesn't just happen by accident—successful communities have a plan.

Your plan can be focused on tourism, your downtown, economic development, place-branding, or your overall community. You decide the focus, and then the week's agenda is developed with you.

### Practical Solutions

After many years working with communities around the world, Roger Brooks knows what works and what doesn't. He has seen the benefits and pitfalls of many different strategies. He's also discovered that the most successfully implemented plans are those developed WITH the community instead of FOR the community.

The Fast-Track Action Plan includes practical, feasible action steps to be implemented over a three-year period so that locals can see change within weeks, if not days. With Roger's experience and expertise, working with your team, he can help develop a plan over several days, sharing the vision, and getting people excited about implementing it.

### Fast-Track Process

Roger spends several days in the community, meeting with your local "team," stakeholders, and providing an entertaining and educational public presentation to introduce the community to the planning process and the benefits to the community. He tours the area, discusses goals and challenges, and reviews previously produced studies, plans, and demographics. Roger meets with the team to discuss and develop specific recommendations that will help the community achieve their goals. The final deliverable is a photographic Action Plan that includes a three-year to-do list of actionable recommendations, right down to timelines, costs, and who would implement them.

The Fast-Track Action Plan will provide you with a practical plan that can be implemented affordably and is developed WITH you, helping your community reach its goals and become an outstanding destination.

Fees for the Fast-Track Community Action Plan vary depending on the size and location of the community, and begin at \$25,000. US. Please contact us for more information.

## Customized planning & assistance

You can see the various ways the Destination Development Association and the Roger Brooks Team can assist you with your efforts, and if these programs don't fit the bill, we are always more than happy to work with you to create a customized work plan, or scope of work, so that our services will precisely fit with your goals and objectives.

Please contact Natalie Moore, and she'll work with Roger and the Team to develop a plan, agenda, and cost that's perfect for your particular situation.

Natalie Moore

Office: 206.241.4770

Email: [team@destinationdevelopment.org](mailto:team@destinationdevelopment.org)

We look forward to working with you!

## The Destination Development Association

Roger Brooks 35 year career has been devoted to helping communities become great destinations—places people want to live, work, have a business, and visit. He has helped nearly 2,000 cities, towns, counties, states, and provinces throughout North America and abroad with their efforts, and he has learned what works and what doesn't.

Roger's goal has always been to share his knowledge and experience with as many communities as he can, as well as to provide as many other helpful resources as possible. That is why Roger Brooks International created the Destination Development Association.

An online membership organization, the Destination Development Association provides amazing how-to resources that bring people and organizations together to help them transform their community into an outstanding destination.

Membership includes access to Roger's live webinars, as well as to the amazing streaming video library which

includes more than 75 informative and entertaining sessions on downtown development, branding, product development, marketing, finding funding and support, wayfinding, and economic development. There are PDF how-to guides, new research and trends, "Ask Roger" features, and more.

There isn't any other organization on the planet that can put this level of quality information at your fingertips. The DDA brings tourism professionals, downtown associations, community developers, economic development interests, chambers, and arts and historical associations together—all under one roof, sharing resources, making it easy to find common goals and work together to achieve success.

To find more information about the Destination Development Association, please visit:  
[DestinationDevelopment.org](http://DestinationDevelopment.org)



## A Few Comments from RBI Clients

*"We had such a great time with Roger. Everyone is pumped and my challenge is to move all that energy forward! People are e-mailing me and stopping me in the streets to talk about it. Safe to say this was a huge success. Everyone wants to know when Roger's coming back! I'm wishing he would just move here! He really delivered with humor and enthusiasm. The response has been wonderful!*

*"We've implemented every suggestion made in the assessment five years ago and are really looking forward to implementing the new list!"*

**-Trudy Curly, Director  
Bluenose Coast Tourism, Nova Scotia  
After 5-year follow-up re-assessment**

*"Everyone in attendance enjoyed Roger's presentation. I could go on and on, but the best way to sum it up is to say that the presentation was a complete success—not only from the enjoyment aspect but also from the learning aspect."*

**- Ray Scriber, Director - Louisiana Main Street**

*"Awesome job, Roger! You were clearly our highest rated speaker at our Governor's Conference on Tourism. Thanks for a super job!"*

**-Lonie Mezera, Program Manager - Iowa Tourism Office**

*"The workshop was so well received. You cannot believe the number of things people are changing based on Roger's workshop! I can't tell you how often I hear 'Roger said...'"*

**- Lisa Reynolds, Executive Director  
Calaveras California Visitors Bureau**

*"Our downtown is hopping with activity. You deserve much credit for helping us develop the vision. THANK YOU."*

**- Mayor Sam Kooiker, Rapid City, SD**

## Contact Information

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